

## CLAIMS

What I claim as my invention is the combination of the eight points listed above, namely:

1. A menu of choices and computerized means of entering those choices, as on a Web page.
2. The amalgamation of attributes associated with each choice.
3. The presentment of a uniform registration form based on the amalgamation of attributes.
4. The elimination of repetitious information from this form.
5. The dynamic generation of the registration form: what is included on the form depends on the choices made by the user and the operation of the rules-based system. Thus, there is not just one registration form, but a constantly changing form depending on how the user is interpreted by the system.
6. Automated updating of user information through periodic queries to the user, with the user spared the drudgery of having to re-answer information already known to the system: registration information is restricted to what is new or changed.
7. The predicting of related areas of interest on the basis of the amalgamated attributes.
8. An e-commerce engine that, with the user's approval, acts on the provided information.

Specifically, I claim the origination of a variable registration form derived from expressed, calculated, and/or known attributes of the user.

I claim originality for the technique whereby the user completes multiple registrations at once, instead of having to complete a separate registration for each product, Web site, magazine, bank loan, college admission, or other application.

I also claim originality for the ability of the invention to remember previous registration information gathered from other variable and/or diverse forms so that this information, at the user's option, is entered automatically when it is needed in a new registration.

No originality is claimed for expert systems, relational databases, collaborative filtering, OCR, or e-commerce in general, although I claim originality for the combination of this technology in dynamically-generated registration forms.